Permit #S00087411

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00087411 **Type of Permit:** STILL **Release Date:** 12/15/2014

Production Company MONTEZINOS STUDIO INC

Insured Company Name MONTEZINOS STUDIO INC

Contact Phone No. 1 305-525-7656
Contact Phone No. 2
Fax
Address 1224 TANGIER STREET
CORAL GABLES, Florida 33134

Production Title BELK MELK LOOK BOOK

Type of Production Still Photo

Producer N/A N/A

Director Joseph Montezinos

1st AD N/A N/A

Production Manager N/A N/A

FilmL.A. Coordinator Sophia Alexander

Location Manager Dianna Joy
Primary Phone Mobile - 305-525-1656
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

FILMLA STILL APPLICATION FEE	$60.00	**Total Permit Fee**	$210.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00	**Number of Locations**	1

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Summary Information — Location

Permit Number	S00087411	**Location Manager**	Dianna Joy
Production Company	MONTEZINOS STUDIO INC	Primary Phone	Mobile - 305-525-1656
Insured Company	MONTEZINOS STUDIO INC	Secondary Phone	
Production Title	BELK MELK LOOK BOOK		

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 12/16/2014 - 12/16/2014 07:00 - 17:00 1 day

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Beaches and Harbors Conditions
Must comply with attached Rec & Park Conditions
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached documents
North Venice Parking lot map.pdf
2ParkingGuidelines_2012-03-01.pdf
87411_Venice Rec Restrictions2013.pdf
87411_MontezinosStudio_AL.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Motor Homes	1
Vans	3

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities Exterior models against scenery; ref # 45777; raquetball courts;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** G6

Location Notes
COMPANY MUST CONTACT PARKING MANAGEMENT DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PARKING LOT.
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES.

FOR THE USE OF VENICE PIER: Companies must keep base of Venice Pier (SAND AREA) clear of all equipment and persons while filming on the pier

Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	ReyRonald Pineda
LOS ANGELES CITY POLICE DEPARTMENT	Ed Padilla
LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Marisol Camey

Coordinator Note NOT PERMITTED FOR WATER OR SAND ACTIVITY ON COUNTY BEACH.

Parking **Base Camp** **Crew Parking** NORTH VENICE LOT/LA COUNTY MPI LOT

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Summary Information — Location

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Production Company	MONTEZINOS STUDIO INC	Primary Phone	Mobile - 305-525-1656
Insured Company	MONTEZINOS STUDIO INC	Secondary Phone	
Production Title	BELK MELK LOOK BOOK		

Location Type : Filming Location

Location Type : Other Location

NORTH VENICE LOT AT 2100 OCEAN FRONT WALK , LOS ANGELES 90291

Parking Notes

15 spaces, 12/16/14, 0700 - 1700

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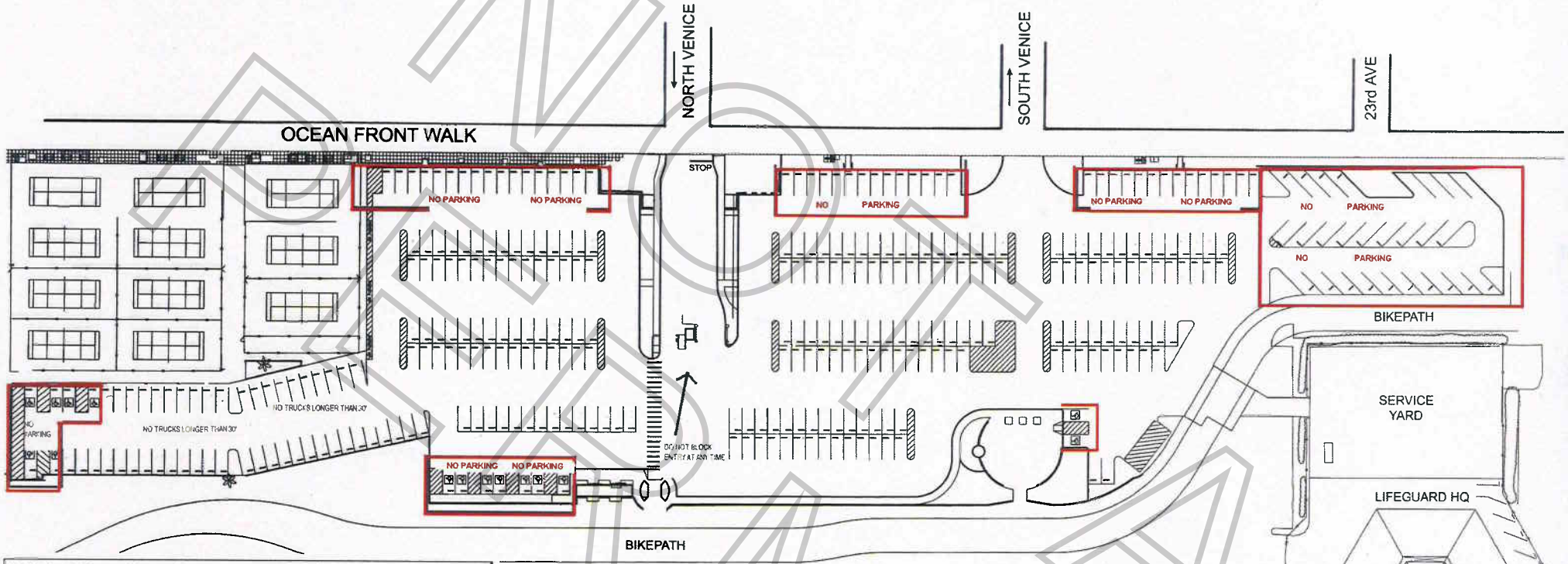
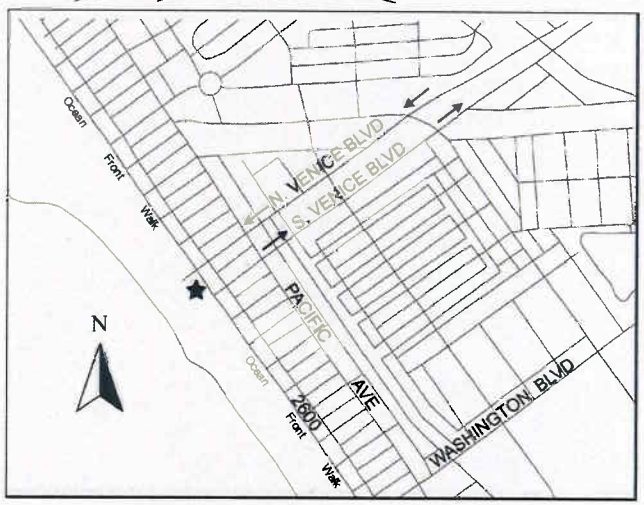
VENICE CITY BEACH
VENICE BLVD PARKING LOT





Map not to scale.

REGULAR SPACES	237
DISABLED	15
TOTAL	252

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS

Revised 10 / 2008 by CLS

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Permit #S0087-21

PRINT

PARKING GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

1. Companies must make parking arrangements for parking in L.A. County parking lots with DBH's parking contractor prior to first film date.

2. All production companies must have prior authorization for in/out parking privileges in any L.A. County parking lot. Arrangements must be made in advance with DBH's parking contractor. Film companies paying upon entry, without prior arrangements, will not be allowed in and out privileges.

3. All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

4. The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

5. The production company is prohibited from parking in disabled parking spaces, short-term metered parking and from blocking any pay stations at any time (no exceptions).

6. A walkthrough is to be conducted after the production company has parked all of its vehicles. This walkthrough is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

7. The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and cone-off spaces.

8. Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contract the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.

9. Parking fees are not included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company estimated charges for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4:00 p.m.) for the use of the parking lot(s).

10. Cancellation of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

11. A parking contract does not constitute a film permit.

12. Sign removal in L.A. County parking lots is prohibited.

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

VENICE BEACH RECREATION CENTER
Film Production Guidelines
Special Facility

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit and or forfeit of your security deposit.

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

VENICE RECREATION

- *MUST make payments to Venice Recreation Center prior to actual shoot date. If no payment is made, permit is void.*
- *OK to film at Venice Recreation Center – Handball Courts.*
- *No alterations to park property unless otherwise approved by the Recreation Director.*
- *Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.*
- *Must restore any alterations or damages to original or better.*
- *Must work around park patrons and park activities.*
- *NOT allowed to close off any access areas.*
- *MUST leave area clean or better once all filming activity has concluded at Venice Recreation Center.*
- *NOT permitted to film and/or take still photos on Venice Boardwalk at any time, unless given proper approval.*
- *NOT allowed to film on the beach, unless given approval from County Beaches and Harbor.*
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Nudity is prohibited and not allowed in any Recreation and Parks facility.
- Film permits do not provide exclusive use of a park or recreation area.

NOT A PERMIT

- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

S-87411
'BELK MELK LOOK BOOK'
(VENICE REC CENTER)

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Monteziños Studio + MC2 Mobil Mgmt ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 12/7/14

Monteziños Studio
MC2 Mobil Mgmt
Name of Principal

By: Dianna Hoy
Representative's Signature

Dianna Joy
Print Representative's Name

Producer
Representative's title

Principal's Address

Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT